

## DAEMEN: OVER THE TOP!

The first phase of a major fund raising campaign by Daemen College has exceeded its \$1.25 million goal. James J. Daly, Jr., general chairman of the 36-month drive, announced that a \$500,000 anonymous deferred gift brought the campaign total to \$1,313,423, five percent beyond the goal.

Mr. Daly, also chairman of the College Board of Trustees, said the campaign drew contributions from Daemen alumni, area businesses, foundations, philanthropists and members of the Daemen Board.

He attributed the success of the drive to the "active and aggressive role played by the Daemen trustees and the ever-growing stature of Daemen College in the Western New York community."

He said that Daemen "has been responsive to this community through its innovative academic programs and outstanding graduates. The community has responded in kind."

Mr. Daly said that although the campaign was a success, much of the money contributed was designated by donors for such expenditures as scholarships and academic support activities. As a result, the second phase of the campaign, which will be launched soon, will be dedicated entirely to raising needed funds for the Daemen athletic facility.

Daemen College President, Robert S. Marshall, expressed hope that contributions toward construction of the new facility will be raised quickly and construction will be underway "in the near future." He said, "The Board of Trustees and I are ready to authorize construction the moment we have the required funds. Based on the overwhelming response to the first phase of our campaign, I am optimistic about the success of the second phase and look forward to an early start for construction."

Architectural plans for the gymnasium were completed last year. The facility will be built along the Main Street side of the campus and will join Duns Scotus Hall, Daemen's academic building.



"James J. Daly, Jr., left, Campaign Chairman, informs Dr. Robert S. Marshall that the Fund Raising Campaign has exceeded its goal."

## A Message to the Buffalo Community

From James J. Daly, Jr.  
Chairman, Daemen College Board of Trustees  
General Campaign Chairman -  
"A Step Into The Future" Phase I

The difficulty of financing private higher education in this country is almost a national legend.

As in any business, it becomes necessary to get your story out and understood before you can make a sale.

The voluntary role of business or industry in this particular campaign and in the fundraising plans that are being developed right now for Daemen, is a stunning tribute to the American way of meeting needs.

Irving S. Olds, a former chairman of United States Steel Company, summarized the concept completely. . . He said. . . "Capitalism and free

enterprise owe their survival in no small degree to the existence of our private, independent colleges!

"We have many fine tax supported public colleges controlled by state and local government agencies; and we are determined that no self-seeking group or individual shall ever destroy their academic independence. We recognize that their best assurance of continued independence lies in the preservation of a strong, healthy, vigorous, and competing system of private education, privately endowed. In my opinion, every American business has a direct obligation to support the free, independent, privately endowed colleges and universities of this country, to the limit of its financial ability and legal authority."

These words, as they relate to Daemen College, are understood by many corporations and individuals in Buffalo. The following pages are testi-

(con't on page 3, column 3.)

### CAMPAIGN REPORT

| SOURCE                     | AMOUNT PLEDGED        |
|----------------------------|-----------------------|
| Alumni                     | \$ 40,000.00          |
| Board of Trustees          | 774,938.50            |
| Faculty & Staff            | 40,044.83             |
| Students                   | 576.58                |
| Foundations & Corporations | 292,863.00            |
| Sisters of St. Francis     | 165,000.00            |
|                            | <u>\$1,313,422.91</u> |

| DISTRIBUTION                     | AMOUNT PLEDGED        |
|----------------------------------|-----------------------|
| Unrestricted (Deferred Gift)     | \$ 500,000.00         |
| Scholarships                     | 435,048.50            |
| Faculty & Curricular Development | 2,585.00              |
| Refurbishment of Theatre         | 4,500.00              |
| Gymnasium                        | 371,289.41            |
|                                  | <u>\$1,313,422.91</u> |

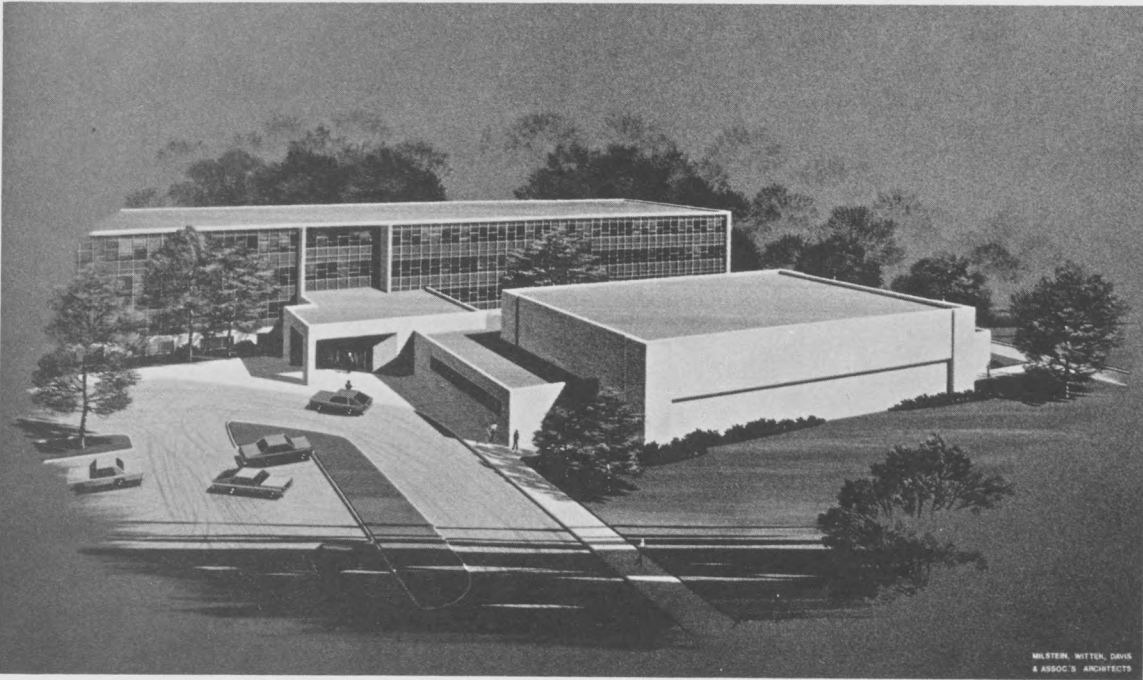
### DAEMEN

4380 Main Street · Amherst, New York 14226

Linda Carter '62  
161 A Kenville Rd.  
Buffalo, N.Y. 14215

Non-Profit Org.  
U.S. POSTAGE  
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Buffalo, N.Y.  
Permit No. 3529





"Proposed Athletic Facility"

# Capital Campaign Gift Analysis

The following are acknowledgements of those organizations and individuals who stepped forward during this important Campaign. Your financial support will go a long way in shaping the future of Daemen College. While every effort has been made to ensure accuracy, friends are asked to phone the Office of Development, with the discovery of any error.

## \$500,000 and over

Anonymous (Deferred Gift)

## \$100,000 to \$499,999

Anonymous  
Anonymous  
Sisters of St. Francis of Penance and Charity

## \$10,000 to \$99,000

Anonymous  
The Daemen College Alumni Association  
Mr. and Mrs. James J. Daly, Jr.  
Delaware North Companies  
International Cable  
Mr. and Mrs. Alvin J. McCarthy  
World Food Services, Inc.

## \$1,000 to \$9,000

Anonymous  
Another Janitorial Service  
Arena Plumbing and Heating, Inc.  
Allalee A. Babbidge  
Mr. and Mrs. Richard Brandenburg  
Buffalo Forge Company  
Buffalo Hotel Supply Company  
Buffalo Savings Bank  
Chase Manhattan Bank  
Chemical Bank  
Peter C. Cornell Trust  
The Daemen College Parents Club  
Mr. Frank Deni  
Erie Savings Bank  
Fisher Price Toys Corp.  
Mr. Burt P. Flickinger  
Fornasiero Brothers, Inc.  
General Mills Foundation  
Mr. and Mrs. Willard Genrich  
Gioia Macaroni Company  
Graphic Controls Corporation  
Ms. Paule Hennin  
The Holling Press, Inc.  
Dr. & Mrs. Laurence D. Jacobs  
Liberty National Bank  
Mr. and Mrs. Charles L. Lumsden  
Dr. Saraswathi Magill  
M & T Trust Company  
Marine Midland Bank  
Mr. Edward A. Marlette  
Dr. and Mrs. Robert S. Marshall  
Mr. George J. Measer  
Moog, Inc.  
National Fuel Gas Corporation  
New York Telephone Company  
Niagara Mohawk Power Corporation  
Dr. James F. O'Leary  
Dr. Elizabeth O'Neil  
Paris Paper Company  
Mr. Joseph T. Perna  
Mr. and Mrs. A. Neville Procter  
Mr. Thomas Thayer  
U.S. Sugar Company, Inc.  
John C. Waterman Company  
Dr. Alfred W. Zielonka

## To \$999

Mr. and Mrs. A. Allen Alexander  
Mr. and Mrs. James A. Allen  
Alling and Cory Company  
Mrs. Pamela Ambrose  
American Precision Industries, Inc.  
Amherst Linoleum Company  
Ms. Paulette A. Anzelone  
Sr. Mary Urban Archer  
Astronics Corp.  
Lou Awald Chevrolet, Inc.  
Dr. Margaret E. Bacon  
Mr. Dennis W. Barraclough  
Dr. Kemal Bas  
Sr. Marion Beiter  
Miss Theresa Biggs  
Bison Liquor Company, Inc.  
Blackman & Ebsary, Inc.  
Mrs. Joanne Blake  
Ms. Tracey Bleile  
Mary Clare Brandt  
Mrs. Hilda Braungart  
Mr. C. Kevin Brayer  
Dr. Kenneth W. Broda  
Lewis Bronstein Auctioneers  
Mr. John A. Buerk  
Buffalo Beverage Corporation  
Buffalo Materials Handling Corp.  
Dr. Stanley W. Bukata  
Dr. Timothy R. Burke  
Mrs. Nancy Burgasser  
C F Marts of NY, Inc.  
Mrs. Carmela Carbone  
Miss Susan M. Carriero  
Dr. Richard S. Cimbalo  
Mr. and Mrs. Roger D. Cleary  
Mrs. Kathleen Colby  
Cottrell Bus Service  
Mr. Clifford P. Cramer  
Mrs. Stanley Cramer  
Dr. and Mrs. J. Edward Cuddy  
Dr. Keith Curry  
Warren B. Cutting  
Mrs. Clara M. Day  
Sr. Christine Diensberg  
Miss Jean M. Dimick  
Sr. Marie Therese Dixon  
Sr. M. Sarah Doran  
Mrs. Joyce Dukoff  
Mrs. Marion Elmer  
Farmer Brown Buffalo Fresh Fruit Mkt.  
Sr. Mary Judith Fenyesi  
Mr. Benedict Fiegl  
Sr. M. Jeanne File  
Sr. Phyllis Fuest  
Garrison Supply House, Inc.  
Mrs. Deborah Goebel  
Ms. Joan Goldberg  
Mr. and Mrs. John Grandits  
Grove Roofing Company  
Mr. Andre Hannotte  
Dr. John H. Hanson  
Mrs. Caroline E. Hassett  
Mrs. Jeanne C. Healy  
Mrs. Magdalene M. Hettler  
Miss Margaret M. Higgins  
Sr. M. Rosalita Hitchcock  
Mr. and Mrs. Wilbur Hofmann  
Sr. M. Rachel Hooper  
Mr. William A. Hoppa  
Ms. Lynnette Howell  
Dr. Tingwei Hsia  
Mr. and Mrs. Ron Hunter  
Sr. Nancy Illig  
Miss Carolyn Jamison  
Miss Jackie A. Janora  
Mrs. Deborah R. Jasinski  
Mr. Richard M. Johnston  
Ms. Elaine Jones  
K M L Sales Corporation  
Kaufmann's Bakery, Inc.  
The Honorable Jack Kemp  
Mr. James Klein  
Klein's Foods Inc.  
Dr. Virginia E. Kniesner  
Mrs. Marie H. Kraft  
Mr. James K.Y. Kuo  
Lancaster Machine Knife Works, Inc.  
Larry Smith Office Equipment

Miss Geraldine Lawler  
Sheldon T. Lenahan  
Dr. Elizabeth Lucyszyn  
Mrs. Helen Lukasik  
Ms. Anastasia Lupe  
Mrs. Dianne C. Lysiak  
Mr. Thomas J. Maass  
Dr. Ian MacLean  
Mader Construction Corporation  
Dr. Jeanne N. Mahoney  
Maier-Schuele GMC, Inc.  
Dr. Chester Mais  
Mrs. Barbara Makowski  
Ms. Mildred A. Mallow  
Manufacturers Hanover Trust Co.  
Mrs. Karen M. Markott  
Dr. Valerie S. Marvin  
Mr. Bruce E. Marzahn  
Dr. Peter Masdevall  
Mr. John T. Masterson  
Dr. Edward J. McMahon  
Ms. Rita Merlo  
Mrs. L. Aranabar Merrill  
Meyer SFS Niagara, Inc.  
Ms. Mary D. Miller  
Mr. and Mrs. Thomas Montemage  
Sr. M. Paschal Moore  
Dr. Robert A. Morace  
Moran Leasing Company  
Mr. Roger W. Mroz  
Mrs. Joanne F. Muller  
Mrs. Claire Murphy  
Dr. Kathleen E. Murphy  
Ms. Willie Murphy  
Murphy-Young, Inc.  
Mr. Ken J. Murray  
Nehi Bottling Co., Inc.  
Rev. Daniel Nelson  
Mr. Arthur J. Ness  
Niagara Frontier Service, Inc.  
Niagara Sanitation Co., Inc.  
Mrs. Anne S. Ogorek  
Mrs. Ruth S. Palumbo  
Narhari M. Panchall, MD  
Mr. and Mrs. Joseph F. Patterson  
Mrs. Nina D. Pecoraro  
Mrs. Louise Penny  
Pepsi-Cola Buffalo Bottling Co.  
Mrs. Elizabeth Petrie  
Mr. Norman G. Plackner  
Mr. William R. Predmore  
Wm. H. Prentice, Inc.  
Ms. Louise Prezyna  
Mrs. Angeline M. Price  
Principale Door & Hardware Service, Inc.  
RGIS Inventory Specialists  
George F. Rand, III  
Dr. Charles J. Reedy  
Mr. Fred A. Ressel  
Mrs. Mary C. Ricotta  
Mrs. Beatrice Rogers  
Mrs. Betty M. Rosenquist  
Mrs. Catherine R. Rowan  
Dr. Terry R. Ruefli  
Rupp Rental Corp.  
Dr. Charles J. Sabatino  
Mrs. Anne M. Sackett  
Dr. Victor Saks  
Gifford R. Salisbury  
Mr. and Mrs. Phil Santa Maria  
Mrs. Marie Schick  
Sr. Francesca Schlang  
Miss Tina Schmidt  
Dr. Richard S. Schweichler  
Sears Roebuck Foundation  
Mr. George R. Shchuwowsky  
Mrs. Dorothy P. Sheehan  
Sher-Del Foods, Inc.  
Mrs. Marilyn A. Sherman  
Mrs. Gloria B. Shoemaker  
Mr. Peter Siedlecki  
Mr. and Mrs. Marion Siegel  
Miss Elizabeth E. Simon  
Mrs. Adeline Siuda  
Sr. Wilma Sorohan  
Sorrento Cheese Co., Inc.  
Mrs. Mildred R. Stafford  
Sr. Catherine Marie Stalteri  
Dr. John B. Starkey  
Mr. and Mrs. Peter W. Stevens  
A.O. Stilwell Co., Inc.  
Student Activities  
Mrs. Virginia C. Suhalla  
Dr. Katherine Sullivan  
Ms. Ellen Thomson  
Miss Deborah Tooley  
Ms. Carol A. Townsend  
Mr. Laurence Trott  
Twin Fair Distributing Corp.  
Mrs. Jackie VanVliet  
Dr. Peter Vasilion  
Mr. Claudio Vasquez  
Sr. M. Angelice Vogt  
Emil Von Dungen of Buffalo, Inc.  
J.H. Wattles, Inc.  
Mr. and Mrs. Charles J. Weimer  
Miss Caren Weinstein  
Miss Maria Weiss  
Mr. Brian L. Wettlaufer  
Mr. and Mrs. John Wezowicz  
Miss Deborah A. White  
Mr. Thomas Willard  
Mr. Robert Williams  
Mr. Christopher F. Wilson  
Dr. David L. Woodruff  
Dr. Abdalla M. Yousry  
Ms. Rosalie V. Zajac



# New Director Appointed

Daemen College announces the appointment of Cheryl S. Jones as Director of Alumni Affairs. Mrs. Jones, who came to Daemen in December 1980, was formerly Coordinator of Volunteer Services at Elmira College.

"The Daemen College Alumni Association is so much like my own that I have felt very much at home here," says Mrs. Jones. "When I attended Elmira College in the '60s, it was for women only, but has since, like Daemen, opened its doors to men. Going back to the college, as a member of the staff, working with both alumni and students was a very interesting experience. It gave me an appreciation for the new directions being taken, the changes taking place, as well as for the traditions and goals that brought the college into the '80s. I have the same feeling here at Daemen -- a feeling of a college moving confidently into the future on the firm foundation of the past."

We welcome Cheryl to the Daemen family and encourage all Alumni to contact her if they need help.



Cheryl Jones new Director of Alumni Affairs.

## Homecoming '80

Homecoming '80 was a success! Graduates returned from states throughout the east -- New Jersey, Massachusetts, Ohio, Maryland to name a few, and a contingency from Long Island, Class of '70, reported in Friday night. All classes were represented from 1951 to 1980. All came to help the anniversary year celebrate, and to do a little themselves. And we were delighted! It was great welcoming Alumni to the Poetry Session, which, by the way, was swept indoors by popular demand. Too cold on the terrace of Rosary Hall for some, and it rained besides! And all the better. The lounge was warm and cheery - a crackling fire - the patter of rain - and some excellent readings by John Masterson and Alan Hughes (love poems, they called them) made it an afternoon to remember. Some say they never really enjoyed poetry until that Saturday.

Dr. Marshall gave a welcoming address Friday night and briefed us on the state of the college -- very informative. Faculty members were there to welcome us also: Sr. Jeanne File, Art Department; Sr. Catherine Mary Stalteri, Registrar; and Pat Curtis, Academic Dean; to name a few. Maureen Fennie Collura '60, Service Consultant for NIOGA, conducted a spirited workshop. All 100 participants got into it and left with a whole new slant on things.

Saturday morning's bike relay was cancelled -- not enough energy, they said. Can you believe that??? Maybe next year a younger breed will meet the challenge.

We went all out for our 25th year people, class of 1955. There were a lot of them. They were happy, enthusiastic, and great to be with. They loved the Dixieland Band with Eli Konikoff and the Morgan Street Stompers, and I'll bet they'll be back next year for more with more! We all stayed late. The dinner was very good, and the atmosphere -- Shades of '55 -- mellow and friendly.

We presented a good program and thanks to all of you who joined us.

Next year's anniversary classes will be: 1956, 1961, 1966, 1971 and 1976. We hope to hear your expectations on what a homecoming should be. For example, do we need individual class cocktail parites? Do we need a full weekend of activities? Is lodging required for out-of-town guests? Whatever your views, let us know. Many like the idea of a live band. It costs money, but then the weekend is not a profit making event. It is our gift to us, so please be with us next Homecoming and share part of yourselves. You'll be surprised at the surprise you'll generate. Each of us counts. Remember, we ARE the college.

Doreen McCormick Cutting '60  
Member, Alumni Board of Governors  
Chairman, Homecoming '80

SEE YOU NEXT YEAR !  
Homecoming 1981 . . . . .  
October 16, 17 and 18



John Masterson, seated, and R. Alan Hughes, standing, conduct poetry reading at Homecoming '80.

## 1980 Split Club Winners

The Alumni Board of Governors is pleased to announce the winners of the 1980-81 Split Club. Many thanks to all who participated in this activity.

Marcia P. Lamb  
Ann R. Sheridan  
Marguerite Battaglia Evans  
Joyce Haskell  
Kay Zimmerman  
Elizabeth Dobbins

Margaret DeLuca  
Rosanne M. Schreiber  
Bonnie L. Fredenburg  
Mary Ellen Dowd Kahn  
ECC North Library Staff c/o Mary B. Schwarz

## Alumni News

MARY BOLGER, Class of 1972, has moved to 55 The Avenue, Greenwich, CT, and is the manager for Bailey Employment Council Service in that city.

MARGARET ROSE PAUL, Class of 1977, and her husband, Christopher, announce the birth of their daughter, Cassandra Ann, on November 6, 1980.

CECILIA T. MATTA, Class of 1974, writes that she is 'alive and well and living in Minneapolis.' She is working for the Brownberry Owens Division of the Peavey Company as a Sales Manager. Recently, she was honored for 'Highest Institutional Sales' in her division. Cecilia is anxious to get together with other alums in the Twin Cities area, and can be reached at 8680 Cedar Avenue S., No. 201, Bloomington, MN 55420.

RAE ANN WALLENHORST KITSON, Class of 1965, received her Ed. M. at the May 25, 1980 commencement at Rutgers, the State University of New Jersey.

MARYANNE DiMARTINO HENDRICK, Class of 1968, and her husband, Dave, announce the birth of their daughter, Danielle, on November 16, 1980.

MARY LOU CAPSTRAW MORONG, Class of 1971, has moved to 176 Holmes Street, Stratford, CT. Mary Lou is the proud mother of two sons: Matthew, born August 6, 1979, and Justin, born November 21, 1980.

BARBARA CHAMBERS, Class of 1976, received an award from H.E.O.P. during its 10th anniversary in December 1980. Barbara earned an M.S. in Counselor Education in 1977, and an M.S. in Educational Administration in 1979 from S.U.N.Y. Brockport.

M. JANICE NELSON, Ed. D., R.N., has been named Associate Administrator for Nursing at State University Hospital, Upstate Medical Center, Syracuse, NY. She resides in the Westbrook Hills area of Syracuse.

BRIAN WETTLAUER, Class of '77, recently started a new position as a Development Consultant with Ketchum, Inc., located in Pittsburgh, PA.

Our deepest condolences go to SR. KRISTEN CORCORAN, OSF '64, on the loss of her mother recently in Mayville, New York. Sr. Kristen was formerly a teacher of ceramics here.

## A Very Merry ...Christmas Party

The Daemen College Alumni Association sponsored its Annual Children's Christmas Party this past December 7th at the Wick Campus Center.

Over 200 Alumni and their children came back to campus to celebrate the season, enjoying Christmas music, refreshments, and a visit with Santa, convincingly portrayed by Bob Roman. Puppeteer Jim Menke provided the entertainment to the delight of young and old alike.

This very successful event was organized by Chairman Bonnie LaDuca Fredenburg, '64, President-Elect of the Alumni Board of Governors.



Brittany Hendrick, age 2, being greeted by Santa at Alumni Children's Christmas Party.



# Alumni Fund Campaign a Success!

As the first year of the three-year Alumni Fund Campaign comes to a close, the Daemen College Alumni Association has demonstrated once again its strong support of its Alma Mater. Through your generous pledges and donations, you have surpassed the one-third mark, on the way to the \$40,000 commitment set at the beginning of the campaign.

We salute all of you who worked so hard to make this phase of our campaign a success, and all of you who responded to our calls and letters. Without you, we could not have made it to our goal.

If you have not yet sent in your check, start the New Year right by sending it now. Your Alumni Association and your College thank you.

## ALUMNI FUND HONOR ROLL

### Pledges Paid to Campaign '80 As of 12/31/80

Maryanna L. Andrzejewski '52  
 \*\*\* Loretta I. Kogut '52  
 Jean DePlato Tzetzio '52  
 \*\* Mary Vagnini Ferrari '53  
 \* Geraldine Drexilius Kennedy '53  
 Beverly E. Monette '54  
 Shirley Heslink Nicaise '54  
 Joan Burke Busteed '55  
 Bernadette DeMaria McKeon '55  
 Marie Walter Nuttle '55  
 Eileen Stager Somers '55  
 Catherine Baumann Staff '55  
 \*\*\* Carol Rose Vukelic '55  
 Carol Sulecki Arns '56  
 \* Patricia Ryan Bean '56  
 \* Maureen Castine Chandler '56  
 Sharon Smith Cleary '56  
 Ann Lalley Conley '56  
 Marjorie Connors '56  
 Joan Attea Deinhardt '56  
 Joanne Marie Fitzer '56  
 \* Sue Ann Price Jabin '56  
 Annette Meyer Karl '56  
 Elizabeth C. McLaughlin '56  
 Mary Lou Awald Sulecki '56  
 Rosalie Andolina Calucci '57  
 Celine Cooley '57  
 Suzanne Moore Martin '57  
 Evelyn Cappellini McDonald '57  
 \* Mary Ann Kennedy O'Connell '57  
 \*\* Ann B. Salter '57  
 \* Dorothy A. Shepherd '57  
 \* Mary Schalck Russell '59  
 \* Barbara Ann Schnell '59  
 Joan Kelly Kane '59  
 \*\* Annette Unfried Buhsmer '60  
 Carol Siefert Laschinger '60  
 Barbara Hubbard Lattuner '60  
 Carol Ralicki Otoka '60  
 Janet Hoffmeyer Skelly '60  
 \* Helen Miskell Ernst '61  
 \* Barbara Metz Barber '62  
 Jacqueline Fachko Boinski '62  
 \* Martha Shalala Brydges '62  
 Mary Frances Dietz '62  
 Carol Condon Dubel '62  
 Jacqueline Moore Hennas '62  
 Claire Harding Kuehmeier '62  
 Janet Lukasik Levan '62  
 Susan Burczynski Lukitsch '62  
 \*\* Judith Kelly Manzella '62  
 Theresa Mazzarini Marinaro '62  
 Virginia Ward McNamara '62  
 Grace Croak Post '62  
 Judy Farrell Quinn '62  
 Janice Wutz Rachfal '62  
 Gretchen Frauenheim Rehak '62

\* Margaret Rose Riso '62  
 Geraldine Wierzicka Struble '62  
 Dolores Ann Scanlon '62  
 \* Gail Maurer Altman '63  
 \*\* Maureen Connolly '63  
 Josephine M. Dalessandro '63  
 \*\*\* Sylvia Viverito Fredricks '63  
 \* Anne Steffan Gunderman '63  
 \*\* Joan Fisher Hjalmarson '63  
 \* Stephanie LoCastro '63  
 Margaret Carey McCabe '63  
 Maria Tirone Miller '63  
 \*\* Barbara Mirante Monti '63  
 \*\*\* Noreen Kiggins Pitts '63  
 Audrey Steinlein Tedesco '63  
 \* Agnes Cleary Webb '63  
 \*\* Rita Pierpaoli Blanford '64  
 Kathleen Speck Casalnuovo '64  
 Patricia Wendling Coyle '64  
 Carol Free '64  
 Kathy Kirby Gaughan '64  
 \* Elizabeth Schuck Delcorio '64  
 Jetta M. Greco '64  
 M. Pat Carroll Hettrich '64  
 \* Mary Ellen Zang Hoffman '64  
 \*\* Mary Carlin Jauch '64  
 Julia Stiller Kretzer '64  
 Donna Bova Lasker '64  
 \* Teresa Beverage Sheldon '64  
 \* Joanne Angelo Moeller '64  
 Diane Manus Stuart '64  
 \* Kathleen Metz Whistler '64  
 \* Linda Pfeil Wolesslagle '64  
 Sally Gleason Goodson '65  
 \*\* Barbara Crolle O'Connell '65  
 \* Mary Delprince Arthur '66  
 \* Marcia Muldoon Austin '66  
 Nancy Amodeo Buscaglia '66  
 Nancy Clare Daigler '66  
 \* Aurelia Meszaros Donofrio '66  
 Margaret Mruk Finster '66  
 Carol Gagliardi '66  
 Kathleen Campbell Hebelier '66  
 Jeanne Marie Hertel '66  
 Linda Ann Hertel '66  
 \* Diane Gertrude Kimak '66  
 Donna Campbell Koppmann '66  
 Christine Kurek '66  
 \* Elizabeth D. Liddy '66  
 Pamela Malthaner '66  
 Suzanne Stiller Naples '66  
 Ann Giganti Podgorski '66  
 Sheila Sullivan Ragan '66  
 Diane Mudd Senneff '66  
 \* Judith Saraceno Serio '66  
 \* Carol Juelis York '66  
 Mary Picard Berdoulay '67  
 Andrea Nebrich Dewitt '67  
 Joan Porter Dudek '67  
 \*\* Brigid Gough Eustace '67  
 Elizabeth Gallick Kopeck '67  
 Mary Regan McCluskey '67  
 \*\* Marcia Pasternack '67  
 \* Lucille Holmes Phillips '67  
 \* Patricia Pepe Schnitter '67  
 \* Donna Steggs Strauss '67  
 Gay Naradowski Wiechec '67  
 Mary Ann Zubler M.D. '67  
 Camille Cardino Bona '68  
 \* Antoinette M. Cirillo '68  
 Bonnie McMartin Everett '68  
 \* Mary E. Fitzgerald '68  
 \* Linda Kohlback Hassett '68  
 Judith A. Hauaise '68  
 Mary Schwab Hurley '68  
 Dorothea Gallagher Kerling '68  
 Maryanne Farry McKendry '68  
 Margaret Saks Mahoney '68  
 Jacqueline Czarniak Mann '68  
 Carolyn Balzer Moronski '68  
 \* Mary Schill Nosek '68

Josephine L. Saia '68  
 Patricia Hurley Robinson '68  
 Mary J. Schwabel '68  
 \* Pauline Majcher Demo '69  
 Theresa Oliver Meyer '69  
 Kathryn Kavanaugh Nowak '69  
 Patricia Urbanski Pitts '69  
 Patricia Woeppel Schaus '69  
 Peggy Ghiandoni Sperrazza '69  
 \* Providence Tramontana '69  
 \*\* Eva Gordon Warner '69  
 \*\* Mary Petzoldt Bell '70  
 Linda Moser Boris '70  
 \* Patricia A. Brophy '70  
 Gretchen Vogt Crotty '70  
 Mary Globa Dafchik '70  
 Jean Dowd '70  
 Lillian Maedi Dunlavey '70  
 \* Diane Farmer '70  
 June Dellapenta Hancock '70  
 Joann Kohnback Keenan '70  
 \* Judith Cudzilo Keller '70  
 Diane Judith Lanza '70  
 Irene Base Manzella '70  
 Margaret Bright Miedzianowski '70  
 Rosemary Dolce Priore '70  
 Jean O'Connell Riley '70  
 Mary Jane Nagowski Szczesniak '70  
 Elizabeth Forster Czechowicz '71  
 Kathleen A. Heller '71  
 Susan Lankes Hoyler '71  
 Kathee O'Shaughnessy Manville '71  
 \*\* Catherine Colvin Nowak '71  
 Gretchen A. Schork '71  
 \* Kathryn M. Foit '72  
 Mary Trimper Miknis '72  
 Susan Mancuso Roth '72  
 Gary G. Davison '73  
 Nedra J. Harrison, M.D. '73  
 Maryann Schwab Justinger '73  
 \*\*\* Katherine Kavanagh '73  
 Linda Wozniak Schaefer '73  
 Camille Sorenson '73  
 John Berra '74  
 Ann M. Conway '74  
 \* Donna Jordan Dusel '74  
 Mary O'Connell Frawley '74  
 Judith A. Kotlowski '74  
 Patricia A. Jaromin '74  
 Margaret Butler Kreitner '74  
 Louise Continelli Leiker '74  
 James I. Luss '74  
 Anne Bishop Reukauf '74  
 \* Ann Rose Sheridan '74  
 Glenda J. Smith '74  
 Harry Winfield '74  
 Nancy Cammarata Cich '76  
 Debra Davis Curtis '76  
 Philine M. Demeo '76  
 Elizabeth L. Dobbins '76  
 Mary E. Juszynski '76  
 Nancy Robilotto Little '76  
 \* Rena Estray Reisman '76  
 \* Marie Lorentz Fortuna '77  
 Patricia Mercadante '77  
 \* Russell S. Arcara '78  
 \* Venris E. Brooks '78  
 Laurel Guinther '78  
 Vorin Margretha Johnston '78  
 Ellen Castlevetere Tagliarino '78  
 \*\* Cynthia C. Olszewski '79

\* Response Club  
 \*\* President's Club  
 \*\*\* Trustee's Club

# Alumni Giving

Throughout the 33-year history of Daemen College, the Alumni Giving Program has been a kind of spontaneous, free-will thing without fuss or feathers. No elaborate organization, no overhead costs, except postage, and the expense of printing a few letters each year. Yet the results are above average, when compared to national statistics.

The reason is simple. Graduates of Daemen (nee Rosary Hill) are aware that their own education was provided, in part, through the generosity of others, and welcome the chance to help their Alma Mater provide the same opportunity to others. Their education aids them materially and culturally throughout their lives.

Right now, the Alumni Association is completing the first of a three-year, \$40,000 Campaign to raise pledges for the proposed athletic facility. Seventy-five percent of these three-year pledges are \$25.00 or less per year. The work of the

Alumni boasts not of great sums of money, but of an impressive level of participation, which is by far the most frequent criterion used by business, industry, foundations, and people of wealth, when approached for support.

Daemen . . . a college to be proud of . . . the list of contributing Alumni proves it, and that list will grow as the Alumni Association becomes stronger. Daemen College salutes the progressive efforts of its Alumni leadership, because they are the true measure of success. If a college has not succeeded in persuading its students to contribute, after four years of experience on its campus and exposure to its entire educational program, then it has failed in its mission. It must train people to give, as well as to receive, to help each other, and to be informed spokesmen for the College. These things, as well as participation in financial support, are the responsibilities of a graduate.

L. D. Coffman, then President of the University of Minnesota, once said, "The university and its graduates underwrite each other. If either declines in merit or worth to the community, the other declines. But if either grows stronger and better and serves more nobly, the other improves correspondingly." Daemen College is proud to accept the loyalty displayed by its graduates.

**The Alumni Board of Governors** - Maryanne D. Hendrick '68, President; Joyce Haskell '78, Recording Secretary; Marcia P. Lamb '67, Corresponding Secretary; Bonnie L. Fredenburg '64, Treasurer; Ann B. Salter '57, Immediate Past President; Eva G. Warner '69; Willie Smith '78; Mary Ellen J. Gill '55; Margaret M. Lenahan '55; Doreen M. Cutting '60; Ann R. Sheridan '74; Denise Z. Ripstein '78; Connie M. Burg '79; Maureen Fennie '60; and Michele C. Vogel '75.



# Campaign Leadership

The individuals listed below are recognized by Daemen College for their outstanding leadership during our most important undertaking in many years. They represent one of America's finest traditions . . . Volunteerism.

Volunteerism has been at the heart of the development of this nation since its inception. Volunteers have traditionally been at the vanguard of any endeavor, providing leadership and continuing support by donating their time, energy, talents and other resources. A Frenchman, visiting this country in the 19th century, described this as a "peculiarly American phenomenon." It is a tradition of which we can be proud, particularly in a time when we see our way of life labeled as materialistic, self-centered, and dollar-oriented.

All of these individuals have provided dedicated leadership and effort of the highest calibre. They have answered the challenge issued the volunteer, "to promote and support," and because of this, Daemen College is strengthened.

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### Campaigners

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"SPECIAL GIFTS DIVISION" campaigners, from left to right, Burt P. Flickinger, Joseph D. Loturco, Jeff Lummel and Anthony Gioia

## SPECIAL GIFTS DIVISION

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John Jablonski, Vice President, Buffalo Beverage Corp.  
G. Gordon Morrison, Jr., Sub. Supervisor, Exchange Mutual Insurance Co.  
Gifford R. Salisbury, President, Serv-O-Matic Vending Co., Inc.

### Campaigners

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Anthony F. Caruana, Jr., Buffalo Beverage Co.  
Frank Deni, Owner, Denny Machine Co., Inc.  
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# Career Assistance Available

As a graduate of Daemen, you are encouraged to contact the CAREER PLANNING AND PLACEMENT OFFICE with any questions concerning your career. Registration with our office will make you eligible for services such as career counseling, job search advice, job opportunities referral, etc. To receive CAREER TRENDS IN THE 1980's, send a self-addressed stamped envelope with Trends printed on the back of it.

Also, please refer to us any possible job leads or employer contacts that we can follow up on for fellow alumni and graduating seniors.

More information on new Alumni Career Services to follow soon!

For more information, contact: William A. Hoppa, Director, Career Planning and Placement at (716) 839-3600, ext. 251.

(con't from page 1, column 3 Message to Bflo Comm.)

mony to this fact. My thanks and appreciation to those listed in this publication. You heard our story and responded again. Without your loyal support through the years, we would never have survived. There is another part of our community that includes those who have yet to make an investment in our College. You shall hear from one of us in the near future. For whatever reason, it is our fault that you haven't joined our team yet. Either you haven't had it explained that we are different and providing an educational alternative in Western New York, or you know it already and we have simply been unable to visit you.

When we call on you, there will be plenty of time to explain how Daemen has become an outstanding success story in higher education.

# Update coming in April

Set aside the evening of Wednesday, April 29, 1981 for one of your Alumni Association's most successful programs - UPDATE.

Come back to college for a few hours to hear from the staff and faculty of Daemen about new developments in your field, or a field in which you may have a new-found interest. Talk to our Career Planning and Placement staff; take a look at the new Computer Center; learn about what's happening at Daemen today!



# Daemen Launches New Degree Program

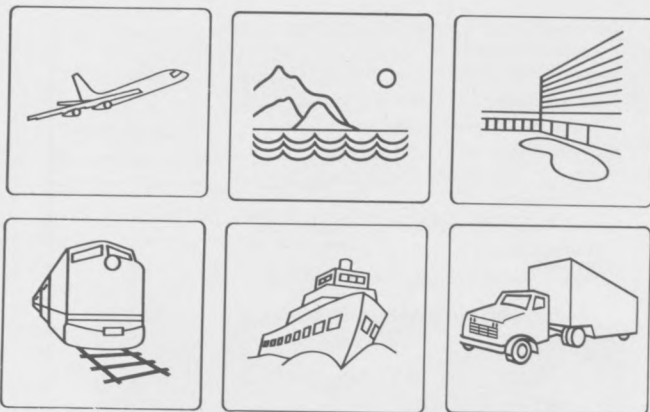
## TRAVEL & TRANSPORTATION

Dr. Robert S. Marshall, president of Daemen College, announced that Daemen College will offer a new degree program in travel and transportation management, beginning this fall.

Dr. Marshall said the new program, approved by the Board of Regents of the State of New York, will meet 'the ever-increasing needs for highly trained professionals in this exciting field. Western New York's resurgence as a center for travel and transportation will require a new breed of professional. Daemen College is prepared to meet these new needs with an exciting new degree program,' he said.

The new major will be part of the Daemen Business Administration Program, and will prepare students for eventual middle and upper level management positions in the industries. Dr. Marshall said that the program was begun in direct response to needs voiced by executives of the travel and transportation industries in this area.

Several major firms have already indicated a willingness to hire graduates of the program and to provide Cooperative Education experiences



which will allow students to get on-the-job experience prior to graduation.

There will be three options or specialties available to students in the new major: transportation, travel and tourism, and leisure and recreation.

The transportation specialty will include courses in transportation system management, marketing, law, international forwarding and environment, among others.

The travel and tourism specialty will include courses in marketing and management of conventions and trade shows, international tourism, tourism management, marketing, planning and development of tourism and traffic management.

Dr. Marshall concluded, "Daemen College is happy to be part of our new Buffalo by meeting the educational needs associated with this area's rebirth. We are grateful for the enthusiastic response and continuing support of the leaders of the travel and transportation industry, as well as local government. They have helped make this new program a reality. The entire region will reap the benefits as a result."

## Our Heritage

### A Solid Foundation For Today

Founded by the Order of St. Francis of Penance and Charity as a Catholic college for women, the first published catalog in 1948 identified the college (then Rosary Hill) as having an educational plan based on the 700-year-old Franciscan concept of knowledge developed by St. Bonaventure.

The educational philosophy of the college, implemented by these founders, recognizes a two-fold purpose in all human pursuits and studies: first, the betterment of human nature by the pursuit of wisdom through study of the liberal arts, and second, meeting the needs of life, through the development of vocational skills. The first curriculum, therefore, was formulated so that students might attain integrity of mind and vocational skills within the context of the liberal arts.

The emphasis in the first college catalog is receiving a new impetus as Daemen has become "Western New York's Foremost Career-Oriented Liberal Arts College." The philosophy for this is expressed in a current college brochure:

"A job is what you do with your days. But a career is what you do with your life. At Daemen we believe that it is much more important to choose 'a way to live' than merely a way to earn a living." This is precisely the educational philosophy which our founding sisters articulated 33 years ago.

As time unfolds, the rich history and tradition provided by the Sisters of St. Francis who founded the college, becomes increasingly important to cherish and preserve. This is true also of the superior educational foundation they successfully established. Their dream has become reality.

CHERYL S. JONES  
EDITOR

BRIAN L. WETTLAUER  
CONTRIBUTING EDITOR

SUSAN M. PAMER  
DIRECTOR OF PUBLICATIONS

## You Can Help

Each year as Daemen College attracts inquiries from farther and farther afield, the Admissions staff is required to spread itself thinner and thinner to represent the College at high schools, college fairs and receptions.

To alleviate this problem, many colleges like Daemen have encouraged the participation of alumni through an organized Alumni Admissions Program. Mr. Stevens, Vice President for Admissions at Daemen College, stated that "many colleges have trained alumni volunteers to attend college night programs and high school visits in their home town as representatives of the Admissions office."

"Alumni really can play an important role in helping Daemen," stated Mr. Stevens. "They can participate in our admissions campaign at any level they wish, from merely sending names of friends or relatives to our office for information to telephoning local students and congratulating them after their acceptance to the College. In some areas where a heavy concentration of interested students exists such as Syracuse, Rochester, Albany, and Long Island, alumni could host bus trips to Daemen College or Regional Information Days at local community centers, hotels, or their homes."

"The Alumni are the best spokesmen for Daemen College," stated Mr. Stevens. "They know the style of education, small classroom environment, and individual attention given to students, and therefore, make the best representatives in talking with prospective students."

In the future, if you are contacted with regard to this program, please consider contributing a little of your time in this very important effort. Your help can be of great benefit to your college. For more information contact Lynn Roth. Call toll free within New York State, 1-800-462-7652, or collect from out of state, 839-3600, ext. 225.

RESPONSE is published four times a year by the Office of Public Relations, Daemen College, 4380 Main Street, Amherst, N.Y. 14226.

## Once Upon a Time

READERS: Take a moment to read this fable, taken from a text used at Grinnell College over twenty years ago. It explains precisely how Daemen College operates as a private College:

ONCE UPON A TIME, there was a small company in the business of producing a fine custom-made product. The company had assets of over \$1,000,000, an outstanding group of employees, and a wise Board of Directors. This was good. Through long years of building up its assets and improving its product, the company gained an excellent reputation. Its product was in great demand. In recent years, in fact, demand far surpassed the company's capacity. This was also good.

But, this fine little company was run in a most curious way — financially, that is. It deliberately sold its product below cost! The Board of Directors liked this arrangement because it meant more people could afford to buy the product. To ordinary people the company gave an automatic discount of about 1/3 off cost price. But this discount, generous as it was, still resulted in a price too high for a lot of deserving potential customers. So, the Board authorized additional discounts, as much as 75% off for the most deserving customers. On top of that, they offered easy credit terms to good customers, and some were even given jobs in the factory.

No wonder the product was in such great demand. Taking into account all discounts, the company actually collected from customers about 50 cents for each dollar's worth of product it produced. This was good for the customer but bad for the company. Something had to be done to keep the company solvent. SO, the Board of Directors decided to ask the company's former satisfied customers to give money. They did. (After all, they had bought the product at a discount, too.) Then, the Board asked businessmen whose companies made a profit to give. They did. Some other people who just happened to be rich were also asked to give. And they did. Still, there was not enough money to keep the company running. So, the Directors themselves gave a bit more money.

You would not expect that a company could keep going on this way year after year, but this one did — more than 33 years. As a matter of fact, it is still going strong, still producing an excellent product, still selling it below cost, and still relying upon its directors, businessmen, rich people, and former satisfied customers to help foot the bills.

Every good story has a moral, and ours is this: YOU are the people we rely on. The time for you to write your check for the DAEMEN COLLEGE ANNUAL CAMPAIGN IS NOW!

## Computer Purchased

This fall, Daemen College became the first private college in Western New York to offer a bachelor's degree program in computer science.

Through an anonymous donation of \$75,000 from a local foundation, to be used for the construction of a computer center, the college has been able to purchase a DEC VAX 11/750 computer. This computer will be delivered, and construction of the Center will begin this semester. The Center is to be used for the new Computer Science major, and will also be available to students in other programs.

Daemen is the first private college in this area to have a computer exclusively for academic programs.